As a consumer I oppose relaxation of rules limiting media ownership. Homogenenization of news, entertainment, et al is not restricted to simplistic, deliberate (eg self-serving actions by owners); large conglomerates tend to be subject to the same factors which drive homogenous behavior such as exposure to capital markets and similar profit margin expectations. It is in the public's interest to have diversity of ownership, even if it is arguably less economically efficient. I urge the FCC to retain, not relax, ownership restrictions.